

Instagram Story Starters



Introduction

Instagram Stories are an important part of any IG marketing strategy, but they're often overlooked. Perhaps it's because Stories are fleeting - they only last for 24 hours before disappearing.

But that doesn't mean that the impact of Stories on your engagement is fleeting! Here's the bottom line: your audience is watching your Stories, and they're eager to engage. Just look at the data!

In their 2020 Instagram Stories Benchmark Report, Rival IQ found that audience **retention rates are higher than before** with Instagram Stories. That means year-over-year, Story viewers are tapping backwards to rewatch, viewing every frame and following along.

That's crucial for building engagement and rapport with your followers - and Stories are the perfect tool for building that engagement!

If you haven't ventured into Stories as much as you'd like, or you're just unsure where to begin - the 20 Instagram Story Starter prompts contained in these pages will give you the inspiration and motivation you need.

Whether you're hoping to just get comfortable with Stories content, or you're interested in learning how all the Stickers and Features contained on the platform can benefit your business, this guide will provide answers.

Here's How to Get the Most Out of Instagram Story Starters

Skim the Elements You Need For Each Story Starter

On each page, you'll find all the details you need to make a winning Story. From advice on your background image, ways to convey the purpose of the story, to technical details like text overlays, stickers to use and fun effects, we've included it all.

Customize Each Prompt to Match Your Brand and Goals

We've left the prompts purposely open-ended, so that you can easily interpret and modify them to your audience's interest. The sky is the limit with your Instagram Story creativity!

Check Out the Included Examples for Inspiration

Struggling with creator's block? We've included our own versions of each Story made by our Tailwind Team Members to give you a jumping off point.

Grab a Free Trial of Tailwind for Instagram to Schedule Your Story Posts

Scheduling Stories just got a lot easier! Rather than rushing to design a Story on the fly for each prompt, take your time with design and schedule in advance with Tailwind for Instagram! With new Stories Scheduling, you can upload your Story images, schedule them in advance and receive a push notification to your phone when it's time to post. Say goodbye to stress and hello to engagement!

While you're at it, find the perfect hashtag (or two!) to increase your Story reach. It's totally free - no credit card required!

Now go tell a Story!

[SIGN UP NOW](#)

[GET THE MOBILE APP](#)

WEEK 1

DAY 1

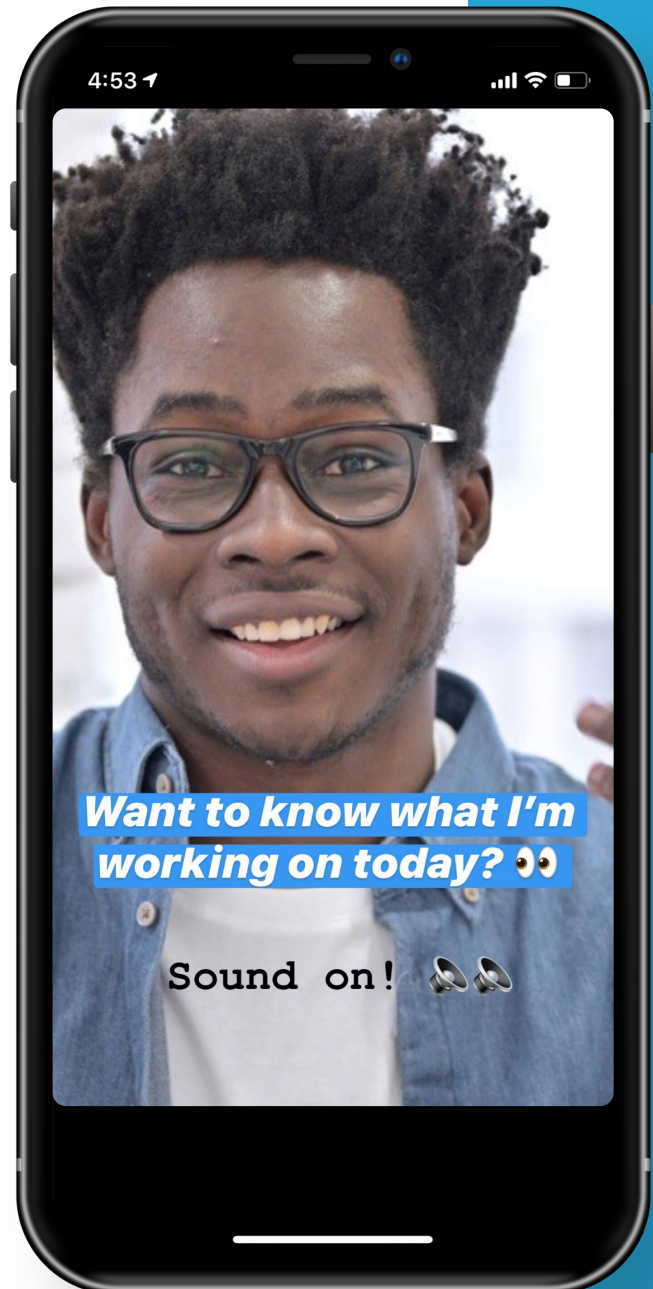
What I'm Up To

Background: Film a video of yourself explaining what you're currently working on. Just tell the camera what you're doing today and why you're excited about it. If you'd rather not be on camera, you can film your desk, computer, etc - (but people would love to see you!)

Text Overlay: You can write something generic, like "what I'm working on" or tempt them to turn the sound on by teasing what you're doing.

Enhancements: Choose a fun Instagram Filter - there are so many great ones to choose from!

Hashtag: Use an appropriate hashtag Sticker such as #entrepreneurlife. Use [Tailwind's hashtag finder](#) to find one of the "good" or "best" tags to fit your content.



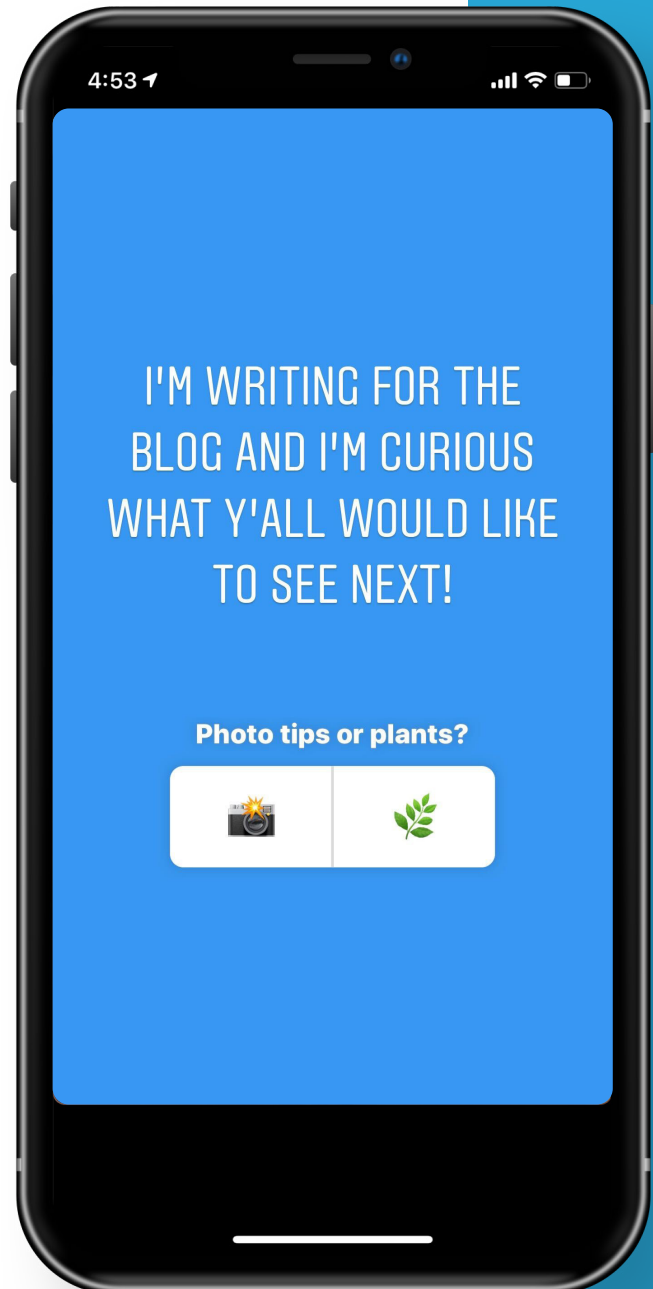
DAY 2

Survey Says...

Background: Create a survey for your followers that will help you meet a new content or product goal. Want a shortcut? Select the Poll feature from Instagram Stories Create Mode, and change the background color! If you want a custom background color instead, create a regular story, Open the brushes/ pens option, select the first one (fine tip pen), select your color at the bottom of the screen, then press and hold in the middle of your image!

Text Overlay: Something along the lines of “what would you like me to write about next?” Try a fun font, like “modern.”

Enhancements: Use the Poll sticker to collect responses - change the “Ask me a question” text to be whatever you need.



DAY 3

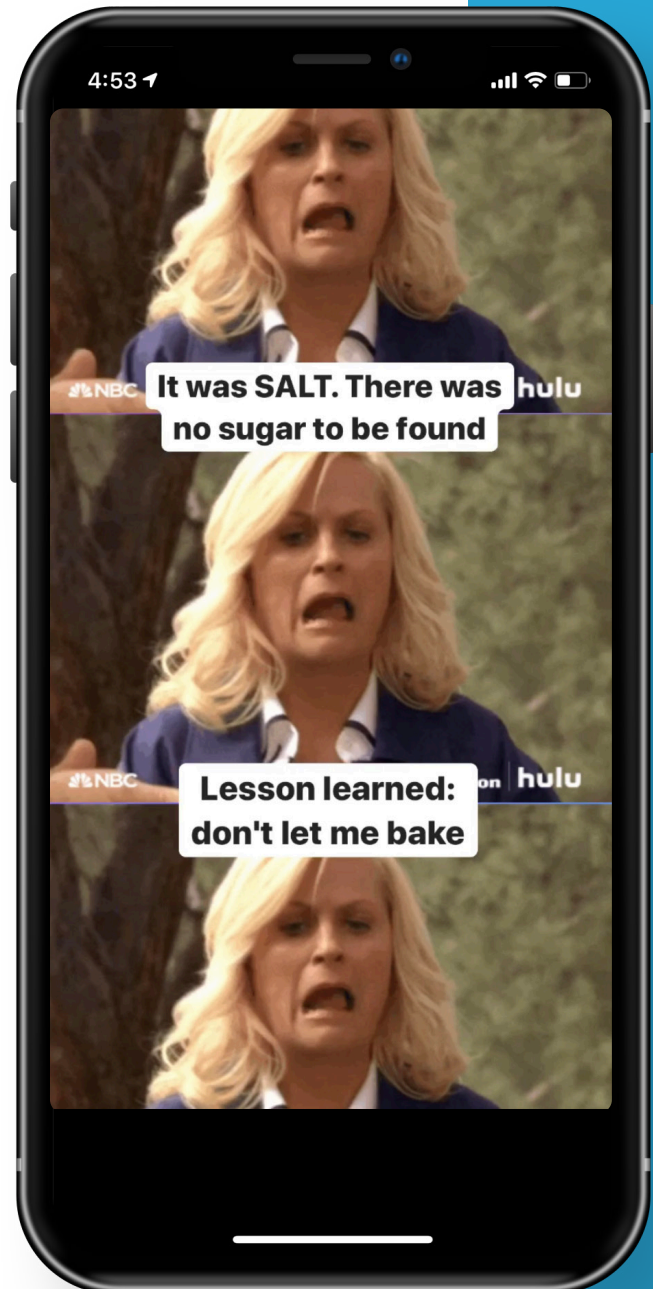
Just for Laughs

Background: Share a short story or thought that makes you giggle. Pick the perfect GIF to illustrate it!

Open Instagram Story
Create Mode, and swipe to
GIFs. Search for the perfect
GIF to highlight your story.

Text Overlay: Select
the “Strong” font with
a complementary color
backdrop (click on the little
rounded square with the
“A” in the upper corner to
choose a color backdrop for
your text) explaining
the punch line!

Enhancements: Sticker:
@mention anyone involved
in your story or who can
totally relate.



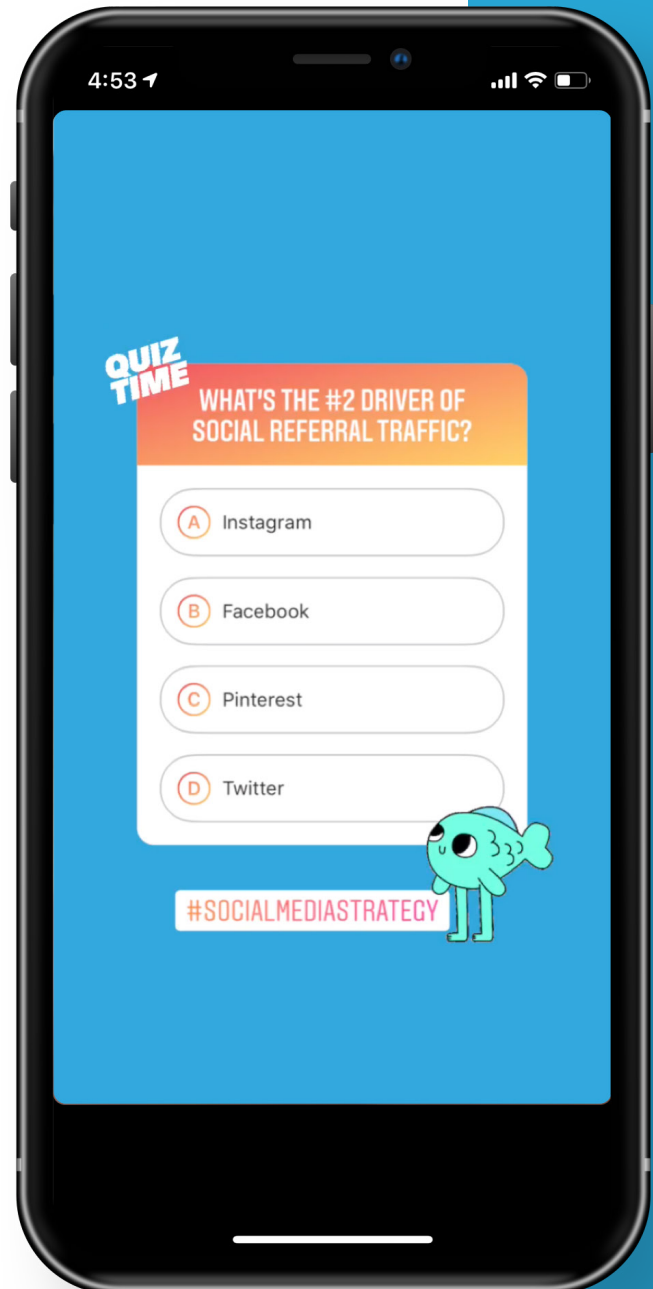
DAY 4

Pop Quiz

Background: Ask your followers a business or personal question with only one right answer. Use a solid color background (start with any photo, navigate to the brushes/ pens option, select the first one 'fine tip pen', select your color at the bottom, then press and hold in the middle of your image!)

Text: Only needed if you need more text than fits in the quiz sticker header.

Enhancements: Quiz Sticker. Use an appropriate industry hashtag Sticker. Add additional hashtags in the same text color as your background for additional discoverability. And make sure you select the correct answer.



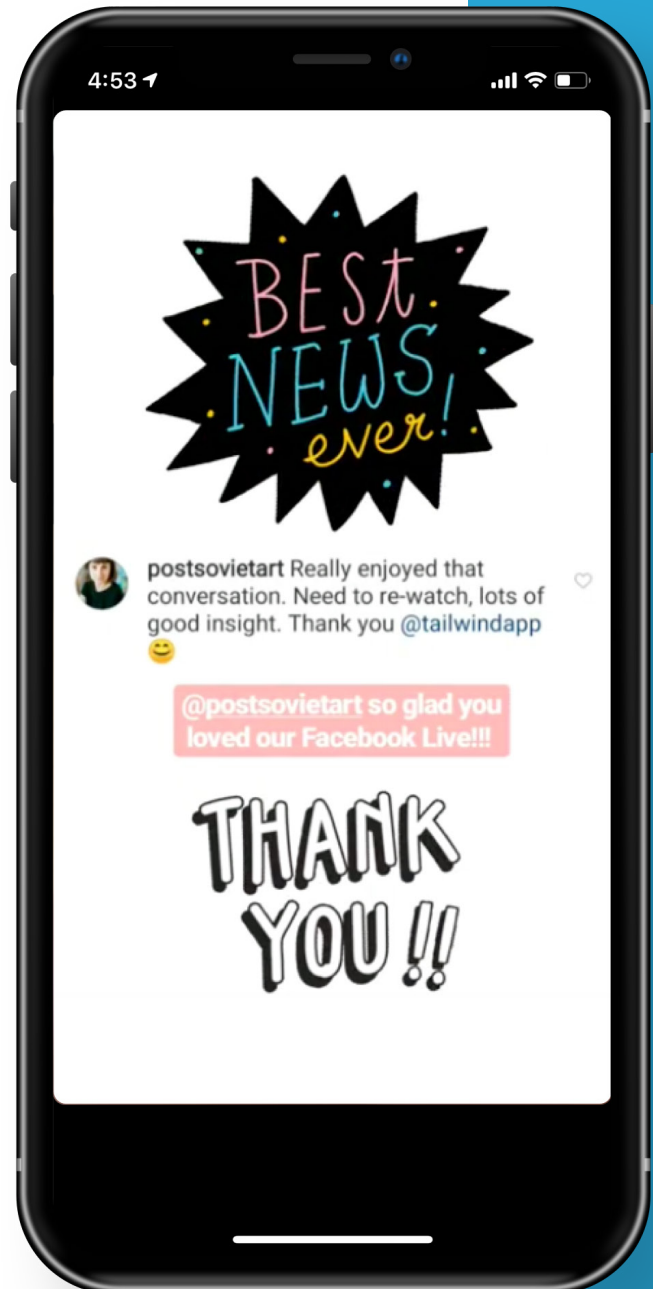
DAY 5

How Engaging!

Background: Screenshot a DM or comment on one of your posts with a question or observation.

Text: Add a text overlay answering the question or commenting appreciation or agreement, ex: so true!

Enhancements: A fun GIF, @ mention of the account you're responding to!



WEEK 2

DAY 1

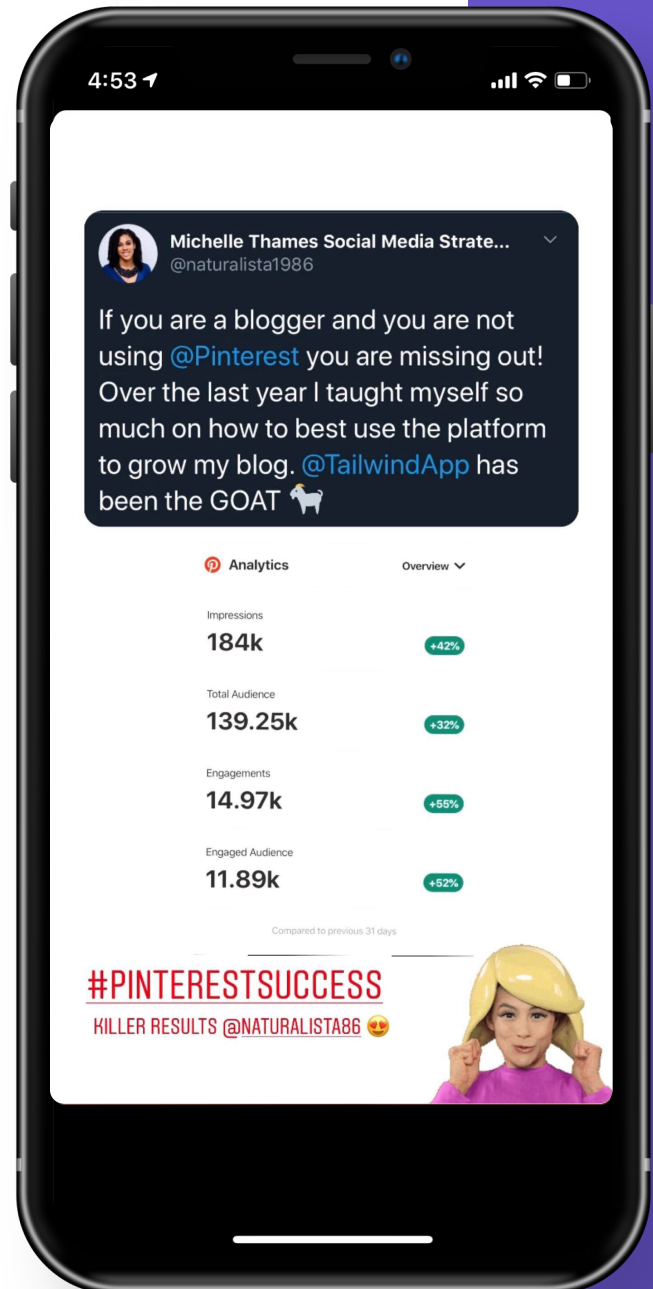
Makeover!

Background: Share a before and after of a client or user of your service that shows and celebrates their success! Show the client or user with your product, or if not available, take a shot of your product, or use a flat lay.

Text: Provide a few details of the before-and-after transformation!

Enhancements: Use a fun effect, tag the client with a mention sticker.

Hashtag: Use a fun effect, tag the user with a mention sticker. Use an appropriate hashtag Sticker. Use [Tailwind's hashtag finder](#) to find one of the "good" or "best" tags to fit your content.



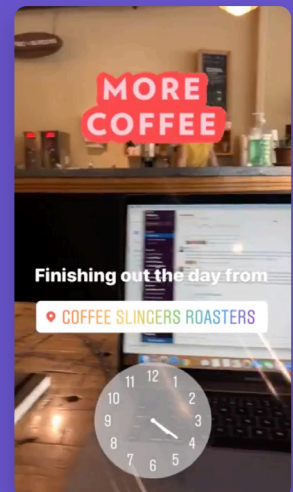
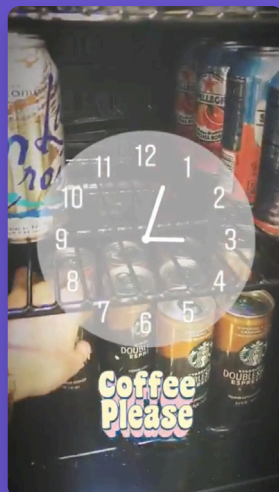
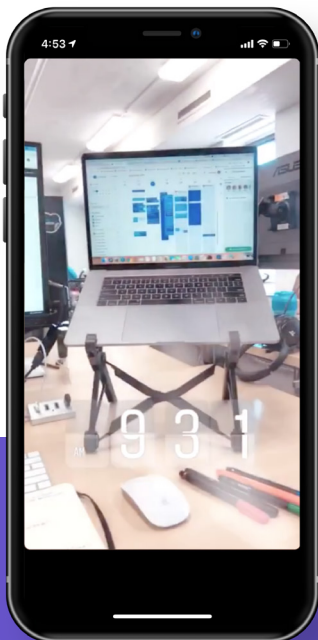
DAY 2

Working 9-5

Background: Wherever you're working, every hour, take a photo of what you can see! Don't forget to turn around, look up, look down, out a window, head to the kitchen - make it real.

Text Overlay: On some of them, add a note about what you're doing or what you're seeing.

Enhancements: Clock/ Time-Stamp Sticker & Tag anyone who appears in the photos.



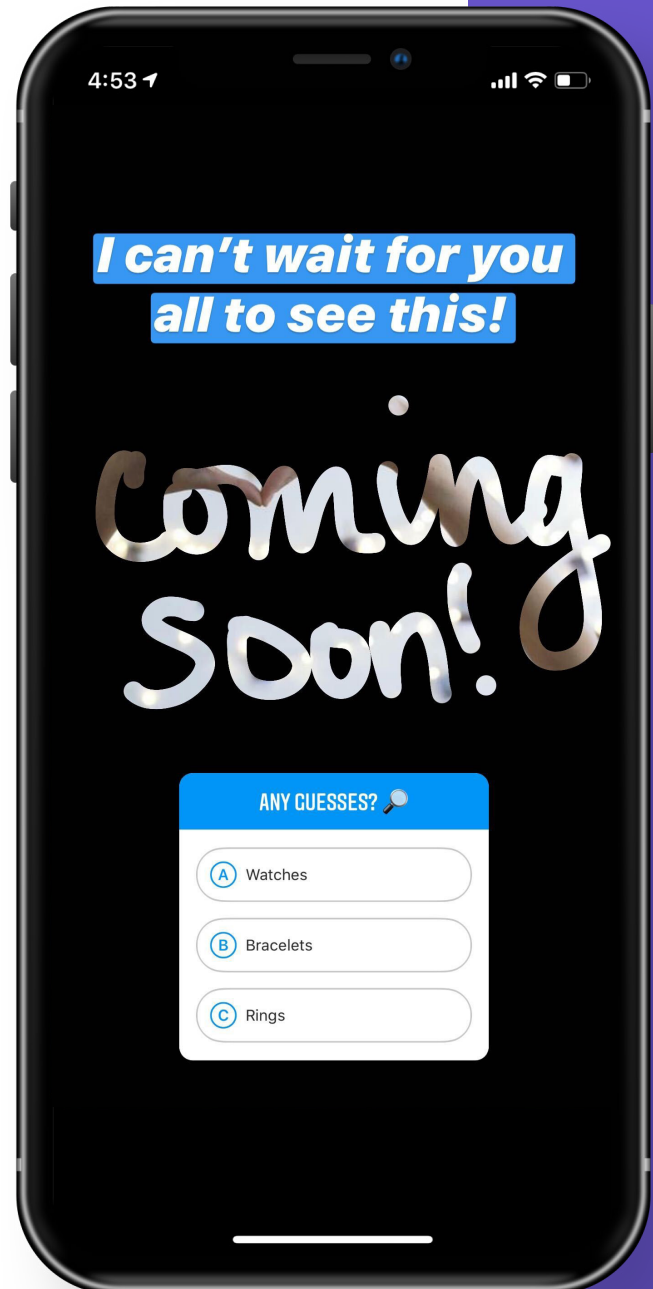
DAY 3

The Big Tease

Background: Tease a new product or service—add a photo of your new product or service, then cover with a solid color backdrop. Here’s how: navigate to the brushes/pens option, select the first one (fine tip pen), select your color at the bottom, then press and hold in the middle of your image!

Text: Use the “erase” freehand tool to write “coming soon” or something similar to expose SOME of the image beneath.

Enhancements: Use the quiz sticker to ask followers to guess what it is (provide a few options) and make sure you choose the right answer (unless it’s a secret, in which case add and select a “wouldn’t you like to know?” answer). Using the same color as your background, type in a hashtag or two. It won’t be visible, but could help you get discovered.



DAY 4

Brand Love

Background: Shout out your top three favorite brands or accounts to your followers!

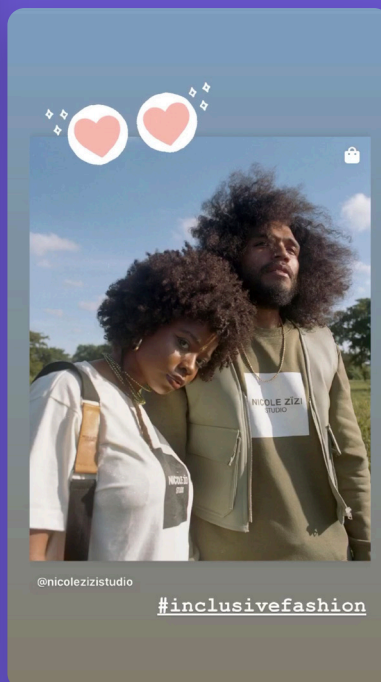
First Frame: Open Instagram Story Create Mode, navigate to Templates, and choose the 'Top Three Accounts to Follow' Template.

Frames 2-4: Share a post from each brand's feed or screenshot a blog post, photo or other piece of content that relates to them!

Text On frames 2-4, share 3-4 words, on what do you love about them! Try a different text style such as 'Typewriter.'

Enhancements: @mention the brand or account.

Hashtag: First Frame: @mention the three brands or accounts! Frames 2-4: add an appropriate brand or industry hashtag. Use [Tailwind's hashtag finder](#) to pick a "best" hashtag.



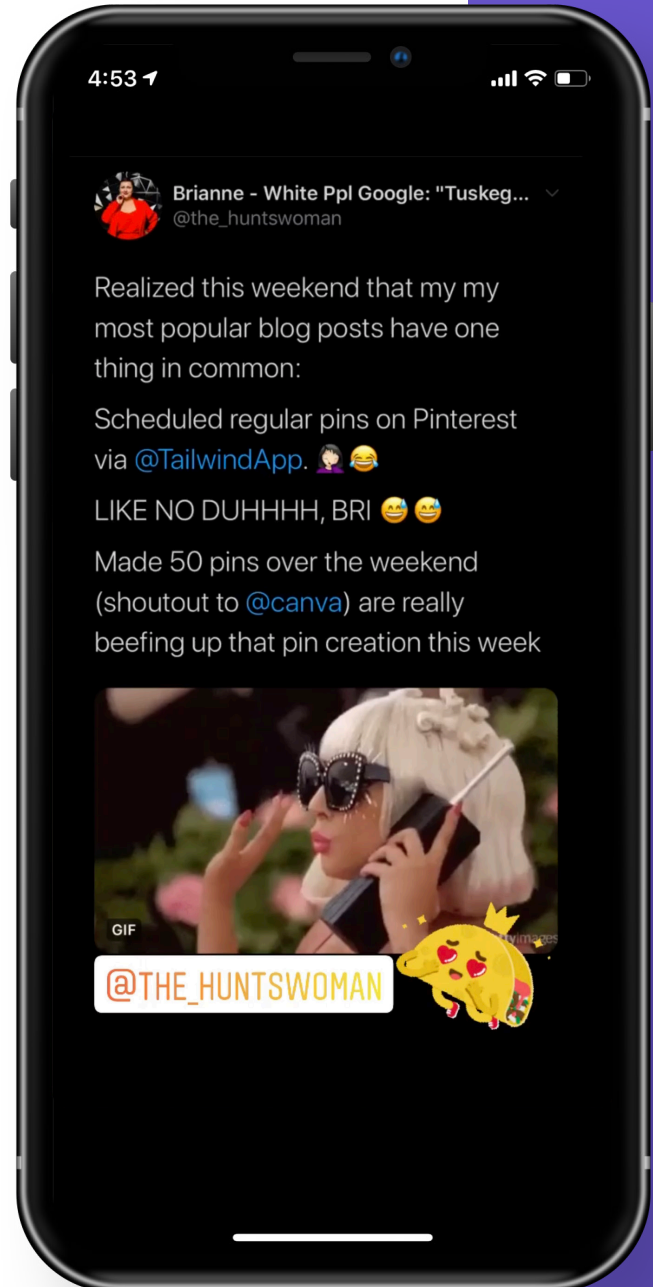
DAY 5

The Reviews are In!

Background: Screenshot a review or positive mention of your product, service or business!

Text: None.

Enhancements: Use a sticker to @mention the person reviewing if possible. Otherwise, choose a sticker which expresses your appreciation for them. Use an appropriate hashtag Sticker. Use Tailwind's hashtag finder to find one of the "good" or "best" tags to fit your content.



WEEK 3

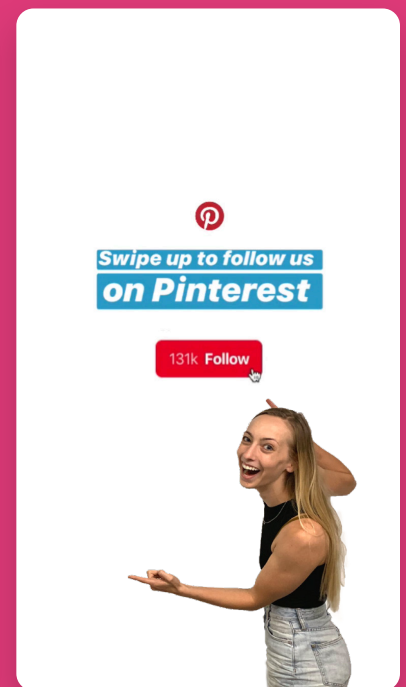
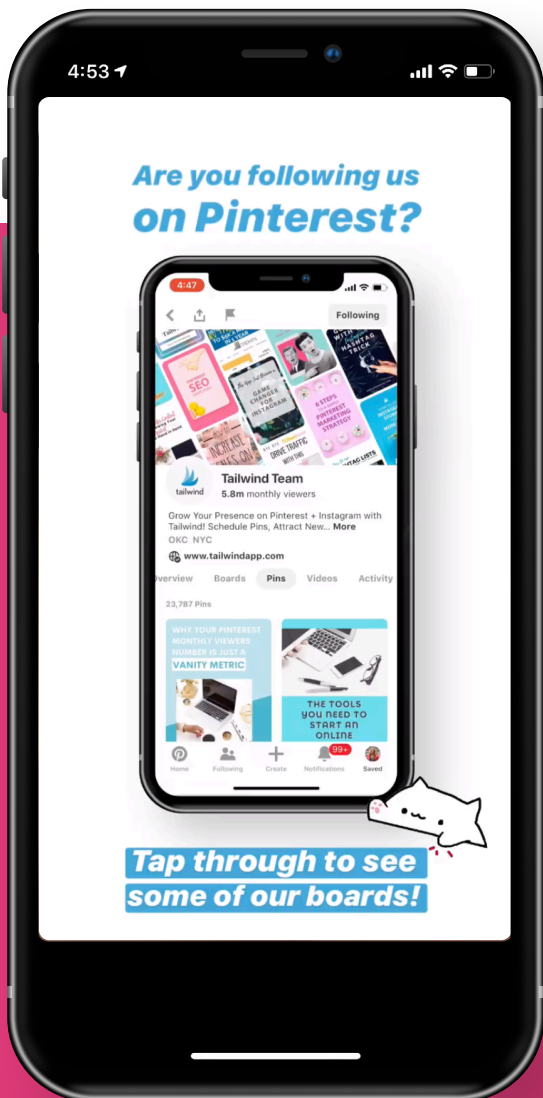
DAY 1

Follow Me

Background: Share a screenshot of your Pinterest Boards (or other content such as a YouTube channel or playlist) and ask your followers to follow.

Text Overlay: 'Strong' font with contrasting color background - ask for the follow and share your username on the other platform.

Enhancements: Add a photo sticker (search "photo" in stickers) and take a selfie of you pointing to the note to follow.



DAY 2

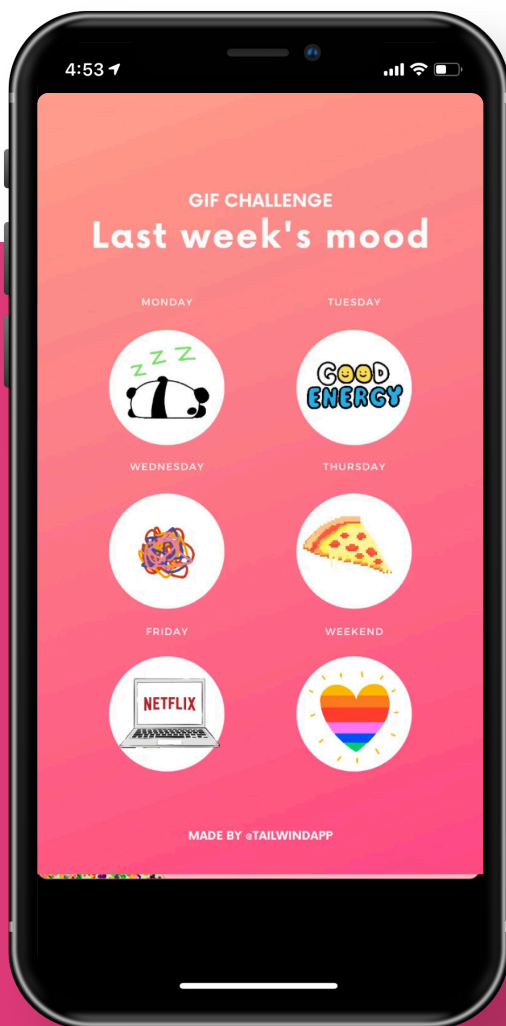
GIFing to Know You

Background: Use this template and make this gif quiz your own. Tailor your questions to engage with your followers and learn more about them!

Text Overlay: The gifs speak for themselves on the first

frame, but be sure to include a blank template for your followers to take the quiz themselves and tag you.

Enhancements: Use gifs in each blank shape to answer the questions.



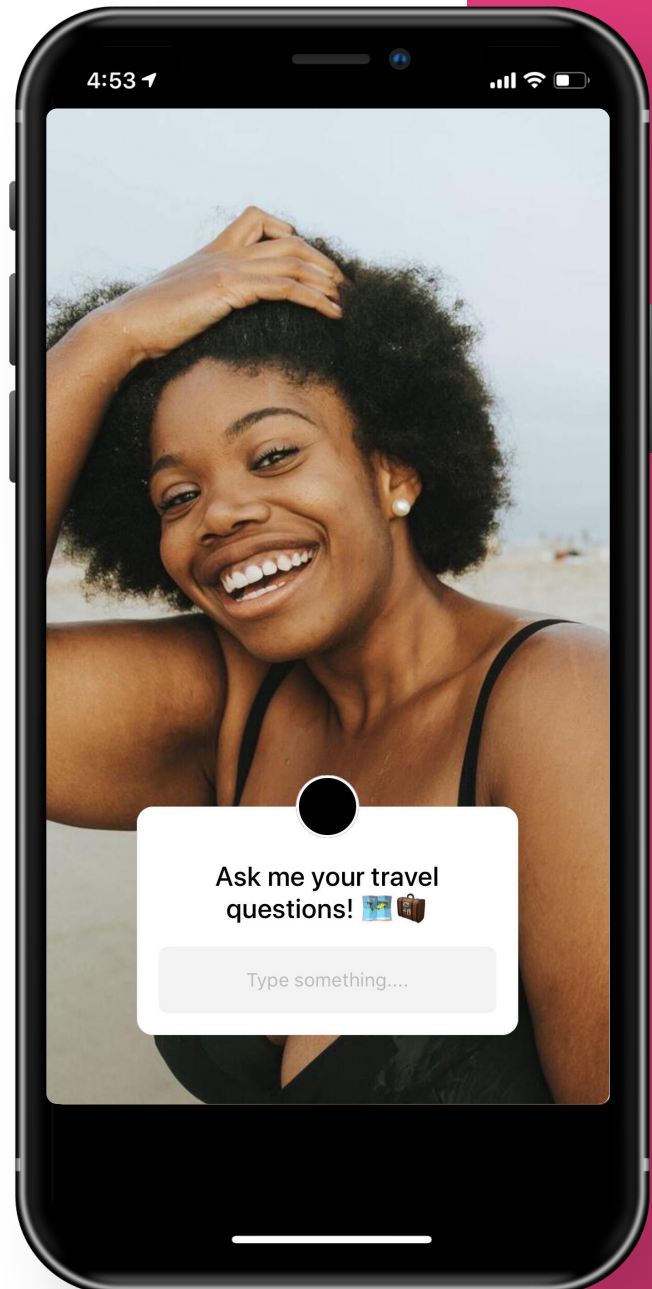
DAY 3

AMA (Ask Me Anything)

Background: First Frame: Take a video (or photo) of yourself inviting people to ask you anything about how YOU have found success in one of your areas of expertise. Use the Questions Sticker to generate responses. Second Frame: Collect responses to your Questions Sticker (tap your posted Story, Seen By in the bottom left corner, and view responses!) And share your favorite response to your Stories with a background photo of your choice!

Text Overlay: First Frame: Narrate the audio for those who don't turn on the sound. Second Frame: Type a text response to the question you shared, or film a video Story answering the question with subtitles!

Enhancements: Use the questions Sticker, changing the text to "Ask me anything about XXXXX!", add a Fun Effect Filter.



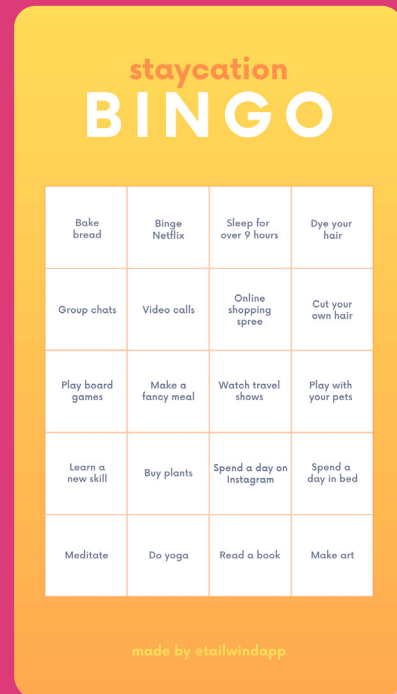
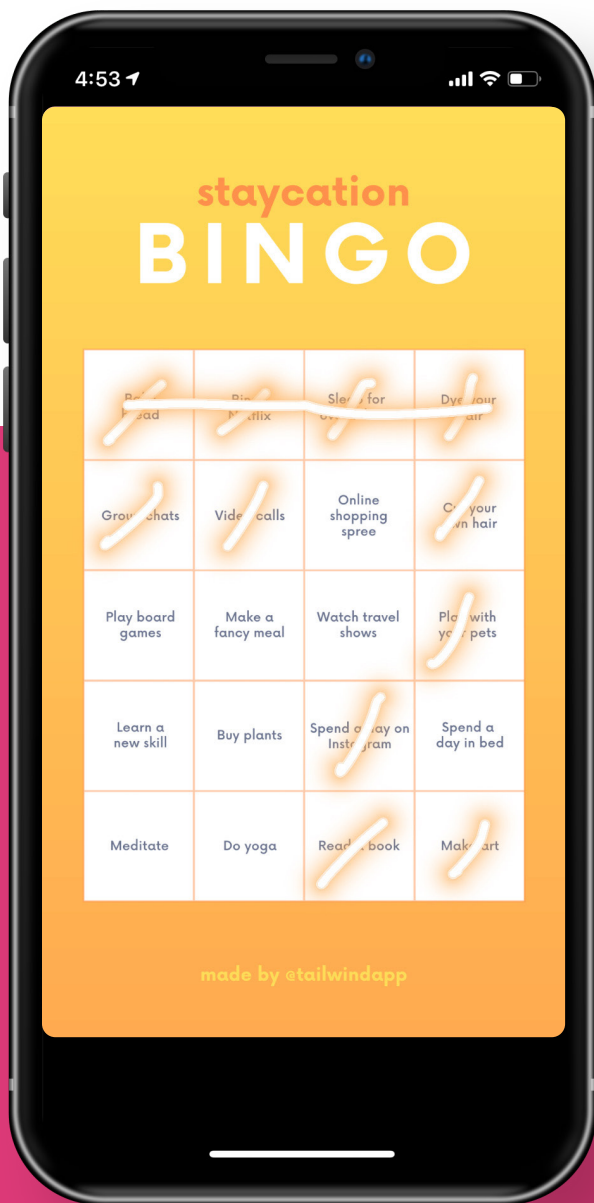
DAY 4

Bingo!

Background: Create a Bingo card from this template! Personalize the theme and boxes around the type of content you create.

Text Overlay: Tag three friends or loyal followers in the provided boxes. Be sure to include a blank Bingo card following your answers to encourage your audience to participate with you.

Enhancements: Use a fun drawing tool like glow to circle or cross out your accomplished spaces. Add a fun Bingo or celebration gif for your completed line.



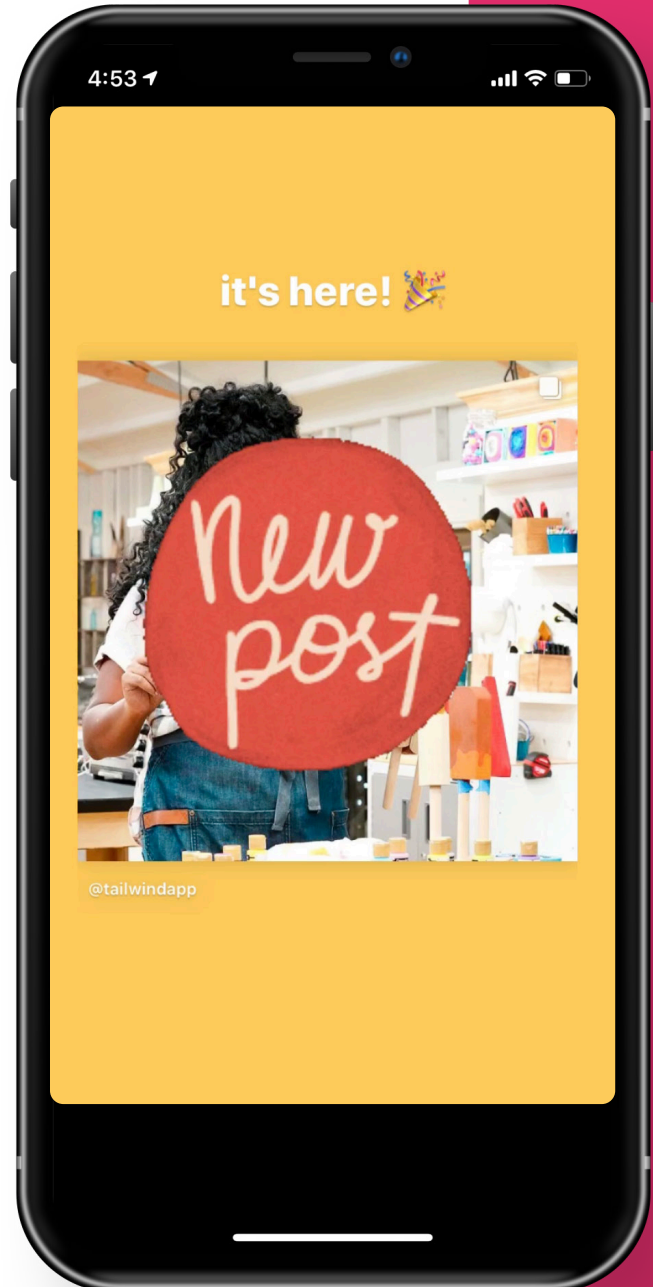
DAY 5

Press Release

Background: Use a sneak peek picture or screenshot of your release! This can be a blog post, video, podcast, giveaway, product, or whatever you have to share.

Text Overlay: Entice your followers to check out your new release or announcement. Use the highlight tool to add emphasis!

Enhancements: Include a swipe up link for your audience to navigate to your promotion. If you don't have that ability, tag yourself in your story so they can click through to your profile. Be sure to include your release in our Smart.bio link-in-bio tool!



WEEK 4

DAY 1

This or That?

Background: Create a fun This or That quiz for your followers!

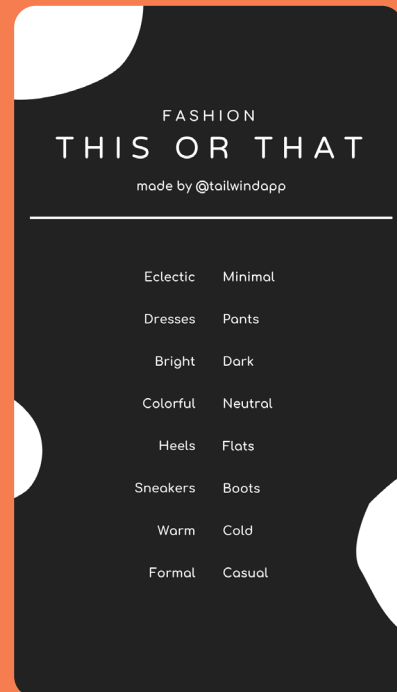
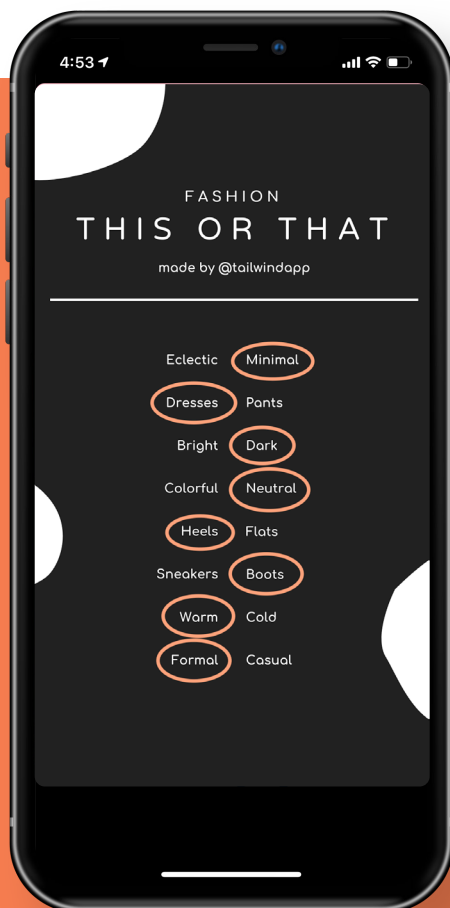
For the first frame: Use our included Tailwind This or That blank template to outline a quiz—give it a title, any description needed, and options.

Second Frame: Modify the image from frame one to select your own answers.

Third frame: Prompt users to screenshot the next screen and fill it out - tagging you (provide your username) for a possible repost.

Fourth Frame: Same as the first!

Enhancements: Fun GIF on Second Frame. Industry-specific hashtag sticker on frame one (if it fits!).



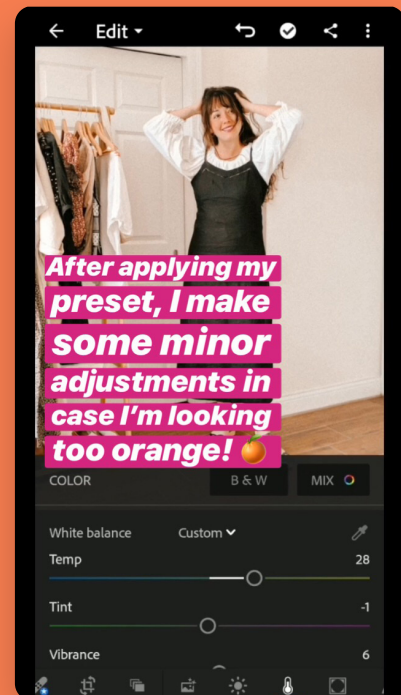
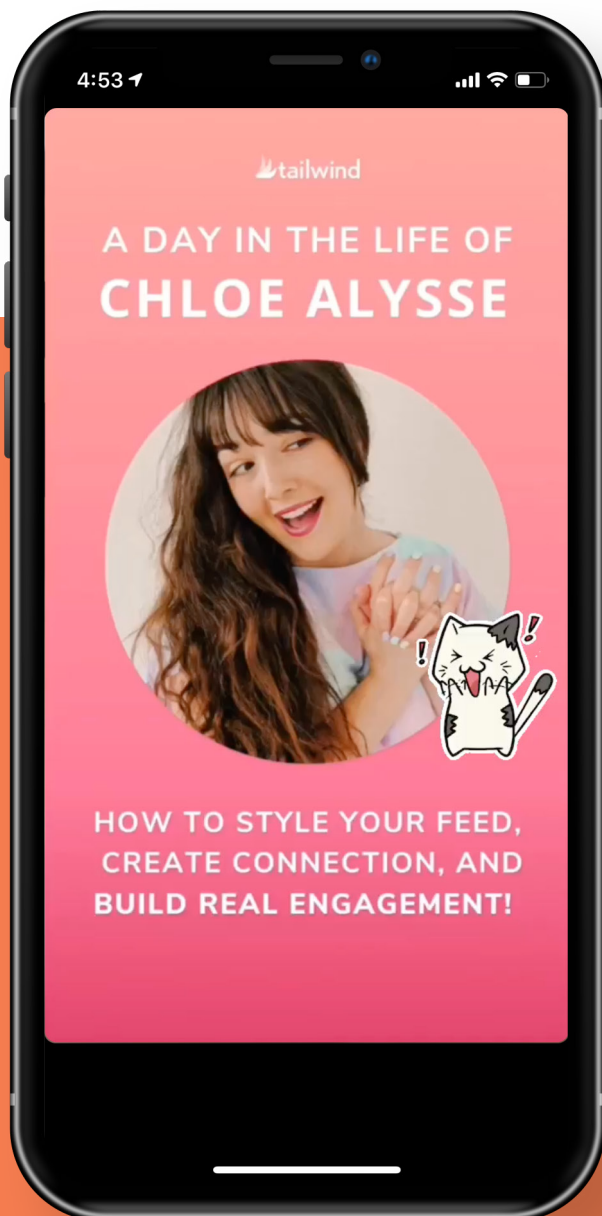
DAY 2

Mini Workshop Fun

Background: Create a frame-by-frame tutorial on your Stories, making a video of your process—include audio.

Text Overlay: Strong font to narrate the steps.

Enhancements: Fun GIFs, @chat button to ask questions, use a hashtag sticker on one of the frames.



DAY 3

Matchmaker

Background: Create a fun quiz that matches your followers with a product or service. You can make this design as simple or as complex as you like. Design apps like Canva or Easil are a big help here!

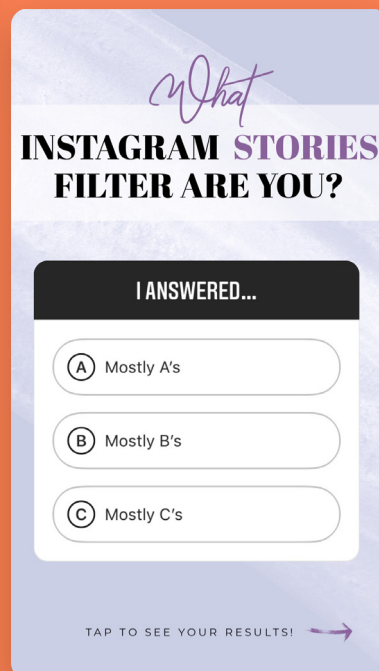
First Frame: Clean Template of a quiz with 5-10 multiple-choice questions.

Second Frame: Quiz poll with "I answered..."

Third, Fourth, Fifth Frame: Explanations of which product or service you're best matched with based on your answers (mostly a's, b's, or c's...)

Text Overlay: Your Choice!

Enhancements:
Second Frame: Quiz Sticker.



All the Answers

Background: Answer an FAQ with a 3-Frame Story.

First Frame: Solid background,

Second Frame: Video of yourself or Solid background with text answer.

Third Frame: Video inviting people to submit a question or answering via a comment on your story.

Text Overlay:

First frame: A common question you are frequently asked.

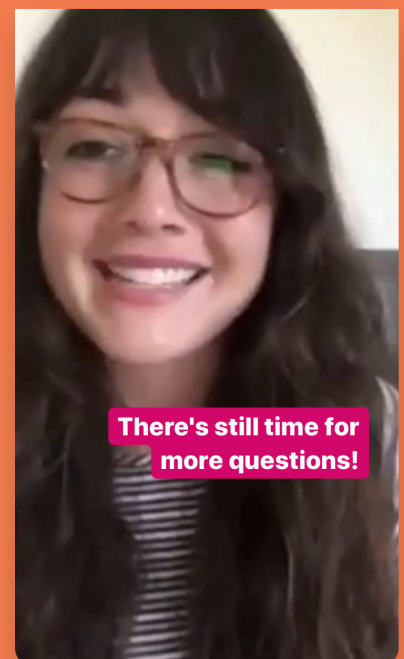
Second Frame: The answer to the question.

Third Frame: The answer (cont'd) if you need more room, or a CTA to ask more questions!

Enhancements:

First Frame: Fun GIF.

Second Frame: Use an industry-specific hashtag sticker.



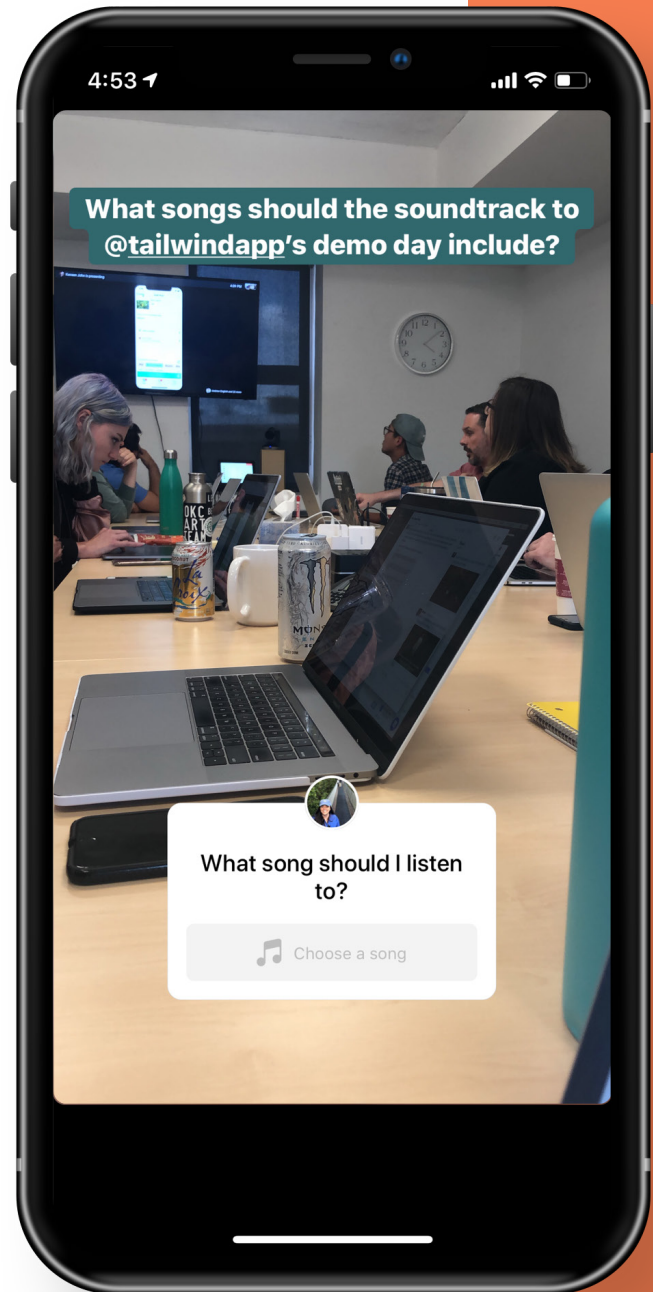
DAY 5

This Is How We Do It

Background: Make a screencast video (or series of such) of you performing a simple task you do regularly - bonus points if you have a time-saving hack to share! Include audio.

Text Overlay: Narrate with text.

Enhancements: Use the ink brush to celebrate finishing your task with a flourish! Use the "SOUND ON" Sticker.



TRY TAILWIND FREE

Stop Guessing & Start Growing on Instagram

- Schedule Directly to Your Instagram Feed With Auto Post
- Analyze What's Working Across Every Post and Profile
- Optimize Every Post for the Most Engaging Times
- Regram Photos Immediately From Anywhere

 **Get Started Free**

No credit card required.

Get the Mobile App

No credit card required.

